

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>						Work Assignment Number 2-05				
						<input type="checkbox"/> Other <input type="checkbox"/> Amendment Number:				
Contract Number EP-C-10-060			Contract Period   11/30/2010   To   07/31/2013 Base                      Option Period Number      2			Title of Work Assignment/SF Site Name Communication and Outreach				
Contractor COMPUTER SCIENCES CORPORATION					Specify Section and paragraph of Contract SOW 2.15, 2.16, 3.1.3, 3.1.12, 3.1.13, 3.1.14, 3.4					
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval						Period of Performance  From   08/01/2012   To   07/31/2013				
Comments: This action establishes work assignment 2-05 in OP 2 and requests a workplan, staffing plan and budget for the attached performance work statement. The Agency estimates 2090 direct labor hours will be required to support the effort.										
<input type="checkbox"/> Superfund                      Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
SFO (Max 2) <input type="checkbox"/>										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:				LOE: 0				
11/30/2010 To 07/31/2013										
This Action:						2,090				
Total:						2,090				
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:				Cost/Fee:		LOE:				
Cumulative Approved:				Cost/Fee:		LOE:				
Work Assignment Manager Name   Karen Edwards						Branch/Mail Code:				
_____ (Signature)                      (Date)						Phone Number   202-564-3797				
						FAX Number:				
Project Officer Name   Nancy Muzzy						Branch/Mail Code:				
_____ (Signature)                      (Date)						Phone Number: 513-569-7864				
						FAX Number:				
Other Agency Official Name						Branch/Mail Code:				
_____ (Signature)                      (Date)						Phone Number:				
						FAX Number:				
Contracting Official Name   Cathy Basu						Branch/Mail Code:				
_____ (Signature)                      (Date)						Phone Number: 513-487-2042				
						FAX Number:				

**WORK ASSIGNMENT  
PERFORMANCE WORK STATEMENT**

**Contract No. EP-C-10-060**

**Work Assignment: 2-05**

**WAM: Karen Edwards**  
Security Assistance Branch  
Water Security Division/Office of Water  
Phone: (202) 564-3797  
FAX: (202) 566-0055  
E-mail: Edwards.Karen@epa.gov

**Mail code: 4608T**  
1200 Pennsylvania Ave., NW  
Washington, DC 20460

**Alternate WAM: Laura Flynn**  
Security Assistance Branch  
Water Security Division/Office of Water  
Phone: (202) 564-4611  
FAX: (202) 566-0055  
E-mail: Flynn.Laura@epa.gov

**Mail code: 4608T**  
1200 Pennsylvania Ave., NW  
Washington, DC 20460

**Task 6: Valarie Bynum**  
Immediate Office  
Water Security Division/Office of Water  
Phone: (202) 564-4189  
Fax: (202) 566-055  
Email: bynum.valarie@epa.gov

**Mail code: 4608T**  
1200 Pennsylvania Ave., NW  
Washington, DC 20460

**LOE: 2090 hours**  
**Period of Performance: August 1, 2012 to July 31, 2013**

**Title: Overarching Communications and Outreach**

**PWS Sections: 2.15, 2.16, 3.1.3, 3.1.12, 3.1.13, 3.1.14, 3.1.15, 3.1.16, 3.4**

## **I. PURPOSE:**

The purpose of this work assignment is to develop and implement a strategic approach to communications and outreach across the Water Security Division (WSD) and to develop the tools necessary to promote awareness and adoption of drinking water and wastewater protective programs throughout the nation. Efforts undertaken through this work assignment will further WSD priorities and consider the interests, needs, and priorities of WSD stakeholders and partners to both internal EPA programs, as well as external partners. A strong communications and outreach program is essential to the success of WSD's programs because our efforts are voluntary and we lack statutory authority to require adoption by the Water Sector. Therefore, it is important that we educate the regulated community, co-regulators, the public, and industry about the threats to the Water Sector, the vulnerabilities that may exist within drinking water and wastewater systems, and the resources and technical assistance available to help mitigate vulnerabilities and reduce risks.

The Department of Homeland Security (DHS) has identified water as one of the nation's 18 Critical Infrastructures (CIs) in need of protection and EPA has been designated lead Federal agency for the Water sector. The Water Sector is integrally related to every other CI in the nation. A failure within the Water Sector could have far-reaching implications on interdependent CIs such as food and agriculture, transportation, and energy. In addition, public confidence in the nation's ability to deliver safe and secure sources of drinking water and wastewater treatment would suffer and there could be devastating effects on public health and the economy if the Water Sector was compromised.

This project supports programmatic needs related to our national homeland security responsibilities through sound and effective outreach and communication efforts. EPA seeks to enhance security by encouraging and facilitating the voluntary adoption of all-hazards security and resiliency practices. EPA shall achieve this end through contractor supported communication efforts, including the development of outreach materials, communication strategies, and meeting and conference call support.

To achieve this purpose the contractor shall support WSD's communication efforts by developing communication strategies, reviewing WSD outreach gaps against our strategic communication goals, promoting security within the Water Sector, supporting current and future Agency communications; and providing efforts such as printing, facilitation, meeting, and logistical support as needed and within Agency guidelines.. In addition, the contractor may be involved in the development processes for a multi-media outreach strategy, which includes highlighting the benefits and challenges of each format of communication, and the best practices for developing and distributing each format.

The intended audience includes both internal WSD and Agency personnel, members of the public, WSD's partners within the Water Sector, and other external Water Sector partners. The Water Sector includes owners/operators of drinking water and wastewater treatment facilities, utility associations, end-users/industry, the Water Sector Coordinating Council (SCC), the Water Government Coordinating Council (GCC), the National Drinking Water Advisory Council (NDWAC), EPA regional offices, other Federal partners with roles in water security, states/tribes/local governments and other organizations with a stake in water security. External Water Sector partners include interdependent sectors (e.g., energy, food and agriculture, health care).

To ensure communications and tools are appropriately targeted to their intended audience(s), WSD will

examine the perspectives and needs of each of the stakeholder entities and develop customized products, as directed by the WAM or Task Managers. Other partners and external offices or agencies, which should be included in coordination, include all of the audience members described above, as well as other identified throughout Option Period 2 by the WAM or Task Managers. The nature of the audience's involvement includes product development (suggest, review, and promote products), and participation meetings/conference calls/training, etc. Other efforts include, but are not limited to, documenting and tracking action items, assisting in the completion of action items, providing feedback on WSD outreach-related tasks, and providing feedback on efforts to improve all aspects of communications, including dissemination of materials developed.

This work assignment supports the mission of the WSD as described in the Water Security Strategy framework, which relates resources, activities, outputs, audience, short- and long- term outcomes to the WSD pillars of Prevention, Detection, Response, and Recovery. Additionally, this work assignment contributes to the commitments made in EPA's *Strategic Plan: 2011 to 2015* and EPA's *Homeland Security Strategy (2004)*. Under EPA's *Strategic Plan*, reference is made to Goal 2 (Clean and Safe Water), Objective 2.1 (Protecting Human Health), Sub-objective 2.1.1 (Water Safe to Drink), and to the Cross-Goal on homeland security. Under EPA's *Homeland Security Strategy*, reference is made to Objective 1 (Critical Infrastructure Protection).

In support of these requirements, this contract supports the nation's drinking and wastewater infrastructure, collectively known as the Water Sector, in being informed, coordinated, and prepared to prevent, detect, respond to, and recover from terrorist attacks and other intentional acts, natural disasters, and other hazards (referred to as the "all hazards" approach) which may also occur, including the needs and challenges posed by catastrophic events, adaptation and impacts of climate change, floods, earthquakes, pandemic illness, and any other events which impact the safety and availability of our water supply.

Additionally, in pursuit of the outreach activities described in this performance work statement, the contractor will prepare a summary analyzing the results under this work assignment against the components of the Water Security Strategy and provide recommendations for enhancing overarching communications and outreach efforts in the future.

## **II. BACKGROUND:**

Title IV of the Public Health Security and Bioterrorism Response Act of 2002 (Bioterrorism Act) amends the Safe Drinking Water Act (SDWA) and authorizes EPA to undertake several activities to increase the security and readiness of the Nation's drinking water supplies against terrorist attacks. The Homeland Security Presidential Directive HSPD 7 designated EPA as the lead federal agency for drinking water and wastewater sector – a critical national infrastructure.

As part of increasing security and readiness, EPA is responsible for reaching water utilities, and organizations that support them, with the latest information to prepare for, and respond to, all hazards. WSD has undertaken many projects since its development. The key to the success of these projects, as well as any future projects, is adequate communications with others across the Division as well as with stakeholders outside of WSD. Communication has been, and continues to be, an integral part of WSD's work.

This work assignment is a continuation of work begun during the Base Year and Option Year 1 of this contract and falls within the activities described above. Implementation and training on the communications and outreach efforts, as well as meeting and conference call support, will continue under this contract.



### **III. QA REQUIREMENTS:**

The tasks in this work assignment do not require environmental measurements. Consistent with the Agency's quality assurance (QA) requirements, the contractor does not need to supplement the approved Quality Management Plan (QMP) of the contract or prepare a Project-Specific Quality Assurance Project Plan (PQAPP).

### **IV. DETAILED TASK DESCRIPTION:**

All direction under this work assignment will be provided as written technical direction from the Task Manager or Work Assignment Manager, as appropriate. If provided first as verbal technical direction to the contractor, it will be confirmed in writing within 5 calendar days, with a copy to the Project Officer and the Contracting Officer, and is subject to the limitations of the technical direction contract clause. Each initial deliverable shall be provided to the EPA Work Assignment Manager (WAM) and EPA Project Officer (PO) in draft form for review and comment. The contractor shall incorporate WAM/Task Manager review comments into revisions of the drafts. All drafts and final reports shall be approved by the WAM.

The contractor shall perform the following tasks:

### **Task 0: Work Plan, Progress Evaluations, and Monthly Progress Reports**

The contractor shall develop a work plan that describes how each task will be carried out. The work plan shall include a schedule, staffing plan, level of effort (LOE), and cost estimate for each task, the contractor's key assumptions on which staffing plan and budget are based, and qualifications of proposed staff. If a subcontractor(s) is proposed and subcontractors are outside the metropolitan DC area, the contractor shall include information on plans to manage work and contract costs. In addition, the work plan shall specify that a project specific PQAPP supplement to the QMP is not required. This task also includes monthly progress and financial reports. Monthly financial reports must include a table with the invoice LOE and cost amount broken out by the tasks in this WA. The work plan shall also provide an analysis of the existing and projected constraints, and the feasibility of accomplishing the project's purpose.

In addition, in each monthly progress report, the contractor shall, at the introduction to the discussion of this work assignment, discuss actual progress toward achieving the purpose of this work assignment, including problems encountered, issues that may need to be resolved, and anticipated timing for completing the goals of the work assignment. The contractor shall provide an overview of contract projects, striving to implement efficiencies in performance when complimentary requirements are issued. The contractor shall assure that duplication of effort relative to other ongoing work assignments under this contract is not occurring.

#### Deliverables:

1. Work plan
2. Monthly progress and financial reports
3. Weekly status conference calls and supporting materials

### **Task 1. Review of Overarching Efforts and Products**

Upon technical direction from the EPA WAM, the contractor shall provide strategic and administrative support to WSD in assessing issues, and developing proposed solutions, related to overarching communications and outreach for WSD review. The contractor shall provide technical assistance in the goal of developing a methodology for consistent achievement of WSD goals, objectives, and success under the four pillars of WSD's work. These pillars are prevention, detection, response, and recovery. The contractor shall provide a monthly spreadsheet of deliverables achieved by SSP goal to highlight the outreach and communication efforts performed by this work assignment, as well as other deliverables as determined by written technical direction.

#### Deliverables:

- (1) Monthly spreadsheet of current efforts and products.
- (2) Other deliverables as determined by written technical direction.

## **Task 2. Water Security Division Collaborative Efforts**

Upon technical direction from the EPA WAM, the contractor will support EPA's effort to devise and implement a strategic approach to WSD's communications. This includes the quantity and quality of new and enhanced relationships with other internal EPA programs in support of WSD's mission. Upon technical direction the contractor will support EPA's efforts to conduct outreach on WSD's mission and products to at least ten (10) EPA programs/project teams, in order to identify potential opportunities for collaboration. In addition, the contractor will support efforts to establish collaborative efforts to at least two (2) EPA programs and/or projects.

As directed by the EPA WAM, the contractor shall also consult with WSD stakeholders and partners, and/or the results of previous efforts, to solicit input from stakeholders and partners on the communications strategy. The contractor may be tasked with developing and using various approaches for articulating and implementing the Strategy, including briefings, Power Point presentations, outreach materials, etc.

The Strategy should include recommendations on marketing decisions and how best to provide incentives and multiple benefits that will contribute to the voluntary implementation of an active and effective program at a utility level. In addition, the Strategy shall (1) minimize burden on stakeholders and partners; (2) maximize resources; and (3) establish a sustainable means of interacting with partners in support of WSD projects.

The contractor shall work with WSD and its stakeholders and partners to craft the Strategy to address the most significant issues and priorities of the water sector and lay out a cost-effective strategy to continue to: 1) facilitate internal WSD communication and coordination; 2) identify potential partnership opportunities; 3) prioritize issues, barriers, and water sector needs; and 4) recommend solutions and/or products to address critical water sector communication needs. The communication strategy shall identify a broad range of stakeholders and address the type, level, message, frequency, and means of interactions between, and among, EPA and the relevant stakeholders (utilities, other agencies, internal EPA, consumers, etc.). The strategy shall reflect the priorities of WSD and consider the interests, needs, and priorities of WSD stakeholders and partners.

The contractor shall also create for EPA review, key messages to be communicated to stakeholders and partners. These messages will articulate WSD goals, highlight current program features, and provide insight into future WSD programmatic direction. The primary objective of the communication strategy is to ensure that all relevant stakeholders are appropriately informed of and knowledgeable about, WSD's efforts. The ultimate goal of these communications is to secure the commitment of stakeholders to participate in, promote, and support WSD efforts toward incorporating water security best practices within their organizations and toward clarifying the multiple benefits of security.

Upon technical direction from the EPA WAM, the contractor shall engage in discussions with WSD staff to:

- Gather information about EPA programs and offices to conduct outreach to
- Identify several potential EPA programs and offices for collaboration
- Identify what is missing with respect to communications within WSD
- Identify what is working and not working in terms of outreach and predominant outreach vehicles,
- Discuss how such vehicles might be used within WSD to convey key messages
- Discuss the best ways to approach different potential audiences

Deliverables:

- (1) List of EPA Projects and Programs for potential outreach and collaboration
- (2) Up to two (2) PowerPoint presentations and/or other briefing materials on the Water Security Division
- (3) Strategic communications Plan

**Task 3. Meeting and Conference Call Support**

Upon technical direction from the EPA WAM, the contractor shall provide logistical, facilitation and administrative support to include, but not be limited to, facilitating and supporting meeting planning activities, development of agendas, delivery of sessions, development of minutes and action items, and summary evaluation and report-out. These sessions could include internal WSD staff and managers, members of the Water Sector, or other stakeholders with an interest in water security and preparedness issues. This task does not include calls and meetings specific to the management of this work assignment, which would be appropriately implemented through Task 0. Examples of the meetings and conference calls covered by this task include, but are not limited to, EPA Regional Drinking Water Branch Chief conference calls, Water Security Division Partners Forum meetings, and discussions related to conference and trade shows, and off-site staff meetings and retreats.

The contractor shall arrange for facilities, in accordance with Agency requirements, suggest locations, and make necessary arrangements for meetings or conferences as requested by written technical direction of the WAM. For estimating purposes, the contractor shall assume up to four (4) local meetings at EPA facilities, and nine (9) conference calls. The contractor shall identify potential speakers and participants to attend EPA sponsored events, issue invitations, and conduct pre-meeting and on-site registration activities. Upon technical direction from the EPA WAM, the contractor shall develop and assemble agendas, supplemental materials (e.g., handouts, presentations, participant list), and other preparatory activities as needed, in coordination with WSD and relevant stakeholders and partners. Upon technical direction from the EPA WAM, the contractor shall facilitate sessions and provide support to invited presenters as required. Upon technical direction from the EPA WAM, the contractor will provide exhibit and conference support as designated, including securing exhibit space, shipping materials, and staffing of the WSD exhibit booth. Work on task activities shall begin upon receipt of written technical direction from the EPA WAM. For estimating purposes the task may require eight (8) non local trips, for one person for sixteen (16) total days. Within 5 business days after a meeting or conference, the contractor shall prepare a Trip Report that documents the details of the meeting, action items, and any pertinent take-home messages.

The contractor shall also update and maintain a web-based calendar, purchased through a previous contract. As part of this maintenance, the contractor shall coordinate input and revisions with WSD and its stakeholders and partners, as directed by the EPA WAM.

Deliverables:

- (1) Meeting and conference call support, meeting agendas, logistical support, supplemental materials, minutes, and action items as requested through technical direction.
- (2) Web calendar support
- (3) Conference and Exhibit support and attendance upon technical direction.

**Task 4. General Communications Support**

Upon technical direction from the EPA WAM, or Task Manager contractor shall provide other outreach, training, and technical support to facilitate and enhance Water Security Division communication efforts. This includes providing support on outreach efforts for all WSD projects, including but not limited to: Water Security initiative, Community-Based Water Resiliency, Climate-Ready Water Utilities, and Water Lab Alliance; as well as related projects in other EPA programs that support complementary goals and objectives with WSD, such as work of the National Homeland Security Research Center. Specific activities under this task shall be assigned through written technical direction in response to WSD support needs, and shall be within the general scope of this work assignment. All products shall be provided in draft form for Agency review and comment; and finalized per direction from the WAM or Task Manager. Items that fall under this task include, but are not limited to: revising and developing graphics for program briefings and documents; developing abstracts for conference presentations and articles; writing journal articles; editing draft presentations, charts, or other written materials to improve design and graphic layouts; designing, writing, and editing fact sheets, brochures and flyers, in a range of formats, for a range of audiences; developing materials for web publishing; providing editorial and document support to include review and edit of draft final text; designing, creating, and editing social media products in a range of formats, for a range of audiences, and conducting research and analysis of key issues as identified during the review.

General support shall include research, information collection and evaluation, technical analysis, spreadsheet and database development, and report generation. This may include the development of fact sheets, presentations, exercises, briefings, slide shows, webcasts, etc. suitable for audiences identified through written technical direction. The materials shall be developed for use in training, presentations, meetings, and briefings for audiences identified through written technical information by the EPA WAM. At times this task will require coordination with other parts of the Agency, the Department of Homeland Security, Water Sector associations and stakeholders as identified through written technical direction by the EPA WAM. Work on task activities shall begin upon receipt of written technical direction from the EPA WAM. The contractor may be tasked with working on the development of a unified WSD communications effort.

The contractor may also be involved in assisting in WSD multi-media outreach efforts, which follows up on work performed under WA-01-05. This could involve, but is not limited to, the following efforts:

- Pilot testing the effectiveness and cost-efficiency of each potential technology
- Identifying ways to quantify the success of implementing each potential multimedia outreach opportunity

Additionally, the contractor will provide support for WSD outreach to non-traditional federal partners, non-traditional associations, as well as outreach to international organizations which have not traditionally worked with WSD in order to promote the wide variety of WSD programs and products.

For estimating purposes, the contractor will assume up to, six (6) cross-cutting publications (including fact sheets, journal articles, email blasts, etc.), eight (8) Presentations, ten (10) Abstracts, four (4) Graphs and Charts, four (4) Briefing Material packages, and one (1) Slide show, and the completion and/or support of at least three (3) multi-media products promoting WSD products.

#### Deliverables:

- (1) Develop and/or update WSD communication materials, as required by technical direction. This includes but is not limited to communication strategies, fact sheets, charts, brochures, graphics, and journal articles.
- (2) Three completed pilots of WSD multi-media outreach projects, including key processes, procedures, and lessons learned, as well as a final report, including product-specific SOPs and best practices.

## **Task 5. Water Security Division Website Updates**

Upon technical direction from the EPA WAM, the contractor shall provide Web-ready materials and/or updates to existing outdated information on the WSD Website. Examples of materials include, but are not limited to, graphics for the website and other Web-based communications; fact sheets, newsletters, electronic flyers, webcasts, and materials for web publishing, as well as ensuring that all dated materials and deadlines remain current. Outputs shall be tailored to specific audiences as determined through technical direction, however should be understandable to a general audience. Within two weeks of receiving the EPA's technical direction, the contractor shall provide EPA WAM with a draft of the projects. Final site content shall be completed and delivered to the WAM within one week of receiving EPA comment on the draft. The contractor shall provide web-ready materials to the EPA within three days of receiving content and format approval from the WAM. For planning purposes, the contractor can assume approximately five (5) postings and edits for the website.

### Deliverables:

- (1) Web-ready documents, as identified by technical direction;
- (2) Final website updates.

## **Task 6. Water Sector and Water Government Coordinating Council Support**

### **Task Manager – Valarie Bynum**

Upon technical direction from the EPA WAM or Task Manager, the contractor shall provide logistical, facilitation and administrative support for the Water Government Coordinating Council (GCC) and combined meetings of the Water GCC and Water Sector Coordinating Council (SCC) to include, but not be limited to, facilitating and supporting meeting planning activities, supporting GCC and combined GCC/SCC working groups, developing minutes and action items, tracking action items following meetings and conference calls, and providing a meeting debrief with recommendations and improvements. The contractor shall arrange for facilities as necessary, in accordance with Agency requirements, suggest locations, and support the following activities for meetings or conferences as identified by written technical direction by the WAM:

- Identification and logistical support for lodging facilities near the venue for participants;
- Notify attendees of the arrangements;
- Coordinate with host regarding directions and pertinent information;
- Prepare and distribute to attendees the following meeting information:
  - Agenda/meeting outline

- List of participants
- Hotel information
- Directions to hotel
- Visitor information for the area
- Evaluation form
- Notes section
- Name badges

At the meeting, the contractor shall coordinate with the hotel to provide signage, as appropriate. The contractor shall also will take notes at the meeting and provide logistical troubleshooting. The contractor shall develop meeting notebooks, as tasked through technical direction. The contractor will coordinate with the DHS contractor on meeting support, including, but not limited to, handouts, presentations, logistical information, meeting minutes, and action items. After the meeting, the contractor shall follow-up with EPA staff on outstanding action items with appropriate summary debriefing.

For estimating purposes, the contractor shall assume up to two (2) meetings at non- EPA facilities, one (1) local meeting at EPA facilities, and four (4) conference calls. The task may require two (2) non local trips for one staff for four (4) days.

Deliverables:

- (1) Draft agenda, planning, and/or materials for meetings;
- (2) On-site meeting support;
- (3) Final minutes and action item list;
- (4) Meeting debrief

**Task 7: Evaluation of WSD Communications**

To ensure that WSD is performing effective outreach activities, it is necessary to review the communication efforts on a periodic basis. The contractor will continue update the evaluation plan initiated under previous contract EP-C-05-045. Components of this plan should include metrics including: tracking the methods and frequency of communications; the number and diversity of contacts; the number of tools, trainings, and other EPA and non-EPA projects that WSD supports; and other quantitative information. Besides this largely quantitative data, the review includes a qualitative component that analyzes feedback from contacts, the effectiveness of communications, or other qualitative data. The evaluation plan defines measures and evaluation processes for effectiveness in:

- Promoting current and future products, projects, and other efforts
- Disseminating communications and outreach products
- Receiving feedback

The plan should include a method for identifying successes and deficiencies, their causes, and potential solutions. The plan should also address if communication activities have met the division's communication strategic goals. It should also include a method for determining how each success or failure relates to WSD's Strategic Plan, the National Homeland Security Research Center's Research and Technical Support Action Plan, any Presidential Directives and legislation governing water security. Finally, the evaluation plan should be developed in support of the requirements outlined in the Government Performance and Results Act (GPRA).

Upon technical direction, the contractor will update on a quarterly basis the previously developed reference matrix and graphs and provide a written report detailing the outcome of the analysis, and making recommendations based on these outcomes. Both the plan and the analysis should include an executive summary. The contractor may also prepare outreach and briefing materials for this analysis. Additionally, on a monthly basis, the contractor will provide WSD with a spreadsheet of deliverables completed to date created by this work assignment.

Deliverables:

- (1) Updated plan, analysis, matrix and graphs highlighting communications and outreach efforts, both overarching, as well as work-assignment specific;



## V. SCHEDULE/DELIVERABLES

<u>Deliverable</u>	<u>Due</u>
<b>Task 0: Work Plan, Progress Evaluations and Monthly Progress Reports</b>  (1) Work plan (2) Progress & financial statements (3) Update status conference calls	(1) 20 days from receipt of WA (2) Monthly (3) Weekly
<b>Task 1. Review of Overarching Efforts and Products</b>  (1) Meeting and conference call support, meeting agendas, logistical support, supplemental materials, minutes, and action items as requested through technical direction.  (2) Other deliverables as determined by written technical direction.	(1) Monthly   (2) Upon technical direction
<b>Task 2. Water Security Division Collaborative Efforts</b>  (1) List of EPA Projects and Programs for potential outreach and collaboration  (2) Up to two (2) PowerPoint presentations and/or other briefing materials on the Water Security Division  (3) <b>Strategic communications plan</b>	(1) Upon technical direction (2) Upon technical direction (3) Upon technical direction

<p><b>Task 3. Meeting and Conference Call Support</b></p> <p>(1) Agendas</p> <p>(2) Supplemental materials</p> <p>(3) Minutes</p> <p>(4) Action items</p> <p>(5) Support and facilitation</p>	<p>(1) Upon Technical Direction</p> <p>(2) Upon Technical Direction</p> <p>(3) Draft minutes due 2 days after event, final minutes due 1 day after contractor receipt of EPA comments</p> <p>(4) Draft action items due in conjunction with draft minutes, final due in conjunction with final minutes</p> <p>(5) Upon Technical Direction</p>
<p><b>Task 4. General Communications Support</b></p> <p>(1) Communication and outreach materials</p> <p>(2) Pilot tested multi-media outreach products</p> <p>(3) Documentation of key multi-media processes</p> <p>(4) Final Report and SOPs</p>	<p>(1) Monthly</p> <p>(2) Upon technical direction</p> <p>(3) Upon technical direction</p> <p>(4) Upon technical direction</p>
<p><b>Task 5. Water Security Division Website Updates</b></p> <p>(1) Web posting draft</p> <p>(2) Final website content</p>	<p>(1) Two weeks after Technical Direction</p> <p>(2) One week after draft comments</p>

<b>Task 6. Water Sector and Water Government Coordinating Council Support</b>  (1) Draft agenda and/or materials for meeting (2) Action item list (3) Draft meeting notes (4) Final minutes (5) Meeting debrief	  (1) 1 week prior to meeting (2) 1 business day after meeting (3) 3 business days after the meeting (4) 3 business days after receipt of WAM (5) 2 weeks after meeting
<b>Task 7: Evaluation of WSD Communications</b>  (1) Updates to communications matrix and graphs	  (1) every 6 months

## VI. REPORTING REQUIREMENTS

Monthly Progress Reports (including a progress evaluation discussion)

Financial Reports

Project Specific PQAPP (if applicable)

## VII. GREEN MEETINGS AND CONFERENCES

The contractor shall follow the provision of EPA prescription 1523.703-1, *Acquisition of environmentally preferable meeting and conference services (May 2007)*, for the use of off-site commercial facilities for an EPA event, whether the event is a meeting, conference, training session, or other purpose. Environmental preferability is defined at FAR 2.101, and shall be used when soliciting quotes or offers for meeting/conference services on behalf of the Agency.

## VIII. CONFERENCE/MEETING GUIDELINES AND LIMITATIONS

The contractor shall immediately alert the EPA WAM to any anticipated event under the work assignment which may result in incurring an estimated \$23,000 or more cost, funded by EPA, specific to that event, meeting, training, etc. Those costs would include travel of both prime and consultant personnel, planning and facilitation costs, AV and rental of venue costs, etc. The

EPA WAM will then prepare internal approval paperwork for the event and will advise the contractor when appropriate signatures have been obtained. At that point, effort can proceed for the event. If the event is sponsored by another EPA organization, the organization providing the planning is responsible for the approval.

***QUALITY ASSURANCE SURVEILLANCE PLAN***  
***for the Water Security Division's***  
***Technical, Analytical, and Regulatory Mission Support***  
***Performance Work Statement***

**Quality Assurance Surveillance Plan**

The requirements contained in this work assignment are considered performance-based, focusing on the Agency's desired results and outcomes. The contractor shall be responsible for determining the most effective means by which these requirements will be fulfilled. In order to fulfill the requirements, the contractor shall design innovative processes and systems that can deliver the required services in a manner that will best meet the Agency's performance objectives. This performance-based requirement represents a challenge to the contractor to develop and apply innovative and efficient approaches for achieving results and meeting or exceeding the performance objectives, measures, and standards described below. The Contractor's performance will be reflected in the positive or negative evaluation offered by the Agency in the Contractor Performance Evaluation (CPE) which is evaluated annually (per the "Contractor Performance Evaluation" clause in the contract). The Work Assignment Manager shall submit a complete annual review of the areas outlined in the Quality Assurance Surveillance Plan (QASP), included in the contract, which will then be utilized by the Project Officer in preparing the overall evaluations submitted annually in response to the Contractor Performance Evaluation requirements in the contract.

<b>General Management and Administration</b>			
<b>Performance Requirement</b>	<b>Measurable Performance Standards</b>	<b>Surveillance Methods</b>	<b>Incentives/Disincentives</b>
<b>Management and Communications:</b> The Contractor shall maintain contact with the EPA CO, PO and WAM throughout the performance of the contract and shall immediately bring potential problems to the attention of the appropriate EPA WAM. In cases where issues have a direct impact on project schedules or cost, the contractor shall provide options for EPA's consideration on resolving or mitigating the impacts.	Any issues that impact project schedules or cost shall be brought to the attention of the appropriate EPA WAM within 3 business days of occurrence.	100% of active work assignments under the contract will be reviewed by the EPA WAM monthly (via monthly progress report) to identify unreported issues. The EPA WAM will report any issues to the EPA PO who will bring the issue(s) to the Contractor's attention through the CO.	<b>Unsatisfactory</b> rating under the category of Business Relations in the NIH Performance Evaluation System if two or more incidents occur during an applicable period of performance when the contractor does not meet the measurable performance standards for a given contract period.

<p><b>Timeliness:</b> Services and deliverables shall be in accordance with schedules stated in each work assignment or tasking document, unless amended or modified by an approved EPA action.</p>	<p>During any period of performance, 90% of all submitted deliverables shall be submitted no later than 5 business days past the due date.</p>	<p>100% of active work assignments under the contract will be reviewed by the EPA WAM monthly (via monthly progress report &amp; milestones established for each deliverable) to compare actual delivery dates against those approved. The EPA WAM will report any issues to the EPA PO who will bring the issue(s) to the Contractor's attention through the CO.</p>	<p><b>Unsatisfactory</b> rating under the category of Timeliness in the NIH Performance Evaluation System when the contractor does not meet the measurable performance standards during an applicable period of performance.</p>
<p><b>Cost Management and Control:</b> The Contractor shall monitor, track and accurately report level of effort, labor cost, other direct cost and fee expenditures to EPA through progress reports and approved special reporting requirements.</p> <p>The Contractor shall assign appropriately leveled and skilled personnel to all tasks, practice and encourage time management, and ensure accurate and appropriate time keeping.</p>	<p>The contractor shall manage costs to the level of approved ceiling on the work assignment. The contractor shall notify the WAM/PO when 75% of the approved funding ceiling for the work assignment is reached.</p>	<p>The EPA PO will routinely meet with the Contractor's Project Manager to discuss the work progress and contract and individual work assignment expenditures. The EPA PO shall review the Contractor's monthly progress reports and request the WAMs verification of expenditures and technical progress before authorizing invoice payments.</p>	<p><b>Unsatisfactory</b> rating under the category of Cost Control in the NIH Performance Evaluation System when the contractor does not meet the measurable performance standards during an applicable period of performance.</p>

<p><b>Technical Effort:</b> The analyses or products developed by the contractor shall be factual and defensible and based on sound science and engineering. All data shall be collected from reputable sources and quality assurance measures shall be conducted in accordance with contract, agency requirements and any additional requirements outlined in individual work assignments or technical directives. Any work requiring the contractor to provide options or recommendations shall include the rationale used in selecting the option/recommendation and all other options and recommendations considered.</p>	<p>All analyses conducted for EPA by the Contractor must be factual and based on sound science and engineering. All analyses and products (initial and final drafts) shall conform in format and content to requirements specified by the WAM in written technical direction, and should meet the objectives stated in the work assignment. All initial draft documents shall be clearly written at a level appropriate to the targeted audience. All information shall be factual, technically sound, and accurate, with data sources identified.</p> <p>Draft versions of a document shall require no more than two editorial revisions.</p>	<p>EPA will review all analyses and work products conducted by the Contractor and will independently consider the merit. EPA may opt to peer review analyses to further validate merit.</p> <p>The EPA WAM/TM (Task Manager) will review initial drafts to assess technical accuracy and editorial quality. The WAM/TM will identify all inaccuracies and needed edits and corrections to the contractor in the initial review of draft documents.</p>	<p><b>Unsatisfactory</b> rating under the category of <b>QUALITY OF PRODUCT OR SERVICE</b> in the NIH Performance Evaluation System when the contractor does not meet the measurable performance standards during an applicable period of performance, even after review input and follow up discussion by Agency personnel.</p>
<p><b>Socio-Economic Utilization:</b> The Contractor shall assess all agency requirements outlined in work assignments for opportunities to fully utilize the knowledge and experience of its socio-economic team members. Work shall be allocated in a manner that ensures the Contractor's annual subcontracting goals are met.</p>	<p>The Contractor shall meet a standard of at least 80% of the dollar goals outlined in their subcontracting plan during each period of performance, unless Agency priorities prevent or preclude such tasking.</p>	<p>EPA will monitor the contractor's utilization of socio-economic firms by reviewing the contractor's submittal of Standard Forms (SF) 294 and (SF) 295.</p>	<p>If less than 80% is reached during an applicable period of performance, the contractor shall outline the steps that will be taken to meet the annual goals outlined in their plan, or provide justification as to the rationale for the lack of meeting the subcontracting plan goals. Performance that does not meet the stated goals without sufficient justification will be reported as an <b>Unsatisfactory</b> rating under the category of <b>BUSINESS RELATIONS, and MEETING SDB SUBCONTRACTING REQUIREMENTS</b> in the NIH Performance Evaluation System.</p>

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>						Work Assignment Number 2-05	
						<input type="checkbox"/> Other <input checked="" type="checkbox"/> Amendment Number: 000001	
Contract Number EP-C-10-060		Contract Period 11/30/2010 To 07/31/2013		Title of Work Assignment/SF Site Name			
		Base                      Option Period Number    2		Communication and Outreach			
Contractor COMPUTER SCIENCES CORPORATION				Specify Section and paragraph of Contract SOW 2.15, 2.16, 3.1.3, 3.1.12, 3.1.13, 3.4			
Purpose: <input type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input checked="" type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval				Period of Performance  From 08/01/2012 To 07/31/2013			
Comments: This action fully funds the work assignment at an amount of \$193,797 and technical hours of 2010 direct labor hours. Total hours funded are 2090 LOE.							
<input type="checkbox"/> Superfund                      Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund							
Note: To report additional accounting and appropriations data use EPA Form 1900-69A.							
SFO (Max 2) <input type="checkbox"/>							
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)    (Cents)    Site/Project (Max 8)    Cost Org/Code (Max 7)
1							
2							
3							
4							
5							
Authorized Work Assignment Ceiling							
Contract Period: 11/30/2010 To 07/31/2013		Cost/Fee:		LOE:			
This Action:							
Total:							
Work Plan / Cost Estimate Approvals							
Contractor WP Dated:		Cost/Fee:		LOE:			
Cumulative Approved:		Cost/Fee:		LOE:			
Work Assignment Manager Name    Karen Edwards						Branch/Mail Code:	
_____ (Signature)                      (Date)						Phone Number    202-564-3797	
						FAX Number:	
Project Officer Name    Nancy Muzzy						Branch/Mail Code:	
_____ (Signature)                      (Date)						Phone Number: 513-569-7864	
						FAX Number:	
Other Agency Official Name						Branch/Mail Code:	
_____ (Signature)                      (Date)						Phone Number:	
						FAX Number:	
Contracting Official Name    Cathy Basu						Branch/Mail Code:	
_____ (Signature)                      (Date)						Phone Number: 513-487-2042	
						FAX Number:	